- Participation in Trade Fairs and Exhibitions;
- Use of internet and web marketing; and
- Re-inforced hospitality programmes including grant of air passages to invite media personnel, tour operators on familiarization tours to India to get first hand knowledge on various tourism products.

Special tourism zones in the country

†221. SHRI SAMAN PATHAK: Will the Minister of TOURISM be pleased to state.

(a) whether Government is setting up Special Tourism Zones in various parts of the country;

(b) if so, the details thereof;

(c) the names of places identified under this scheme; and

(d) whether State Governments have also forwarded their suggestions in this regard?

THE MINISTER OF TOURISM AND CULTURE (SHRIMATI AMBIKA SONI): (a) No, Sir.

(b) to (d) Do not arise.

Shortage of hotel accommodation

222. SHRI B. J. PANDA: Will the Minister of TOURISM be pleased to state:

(a) whether Government proposes to go in for development of camp sites and tent accommodation to tide over shortage of hotel accommodation for tourists in the country under Public Private Partnership mode;

(b) if so, the details thereof;

(c) whether the State Governments have been asked to identify land and create facilities for lease of land to the private sector for setting up camps and initiate other measures to promote pilgrimage and adventure tourism in the country; and

(d) if so, the details thereof?

THE MINISTER OF TOURISM AND CULTURE (SHRIMATI AMBIKA SONI): (a) to (d) Yes, Sir. In order to facilitate the augmentation of accommodation especially in the budget category and to promote and facilitate eco, adventure, wildlife and pilgrimage tourism, Ministry of Tourism has formulated guidelines for setting up of Camp Sites and tented accommodation. The State Governments/Union Territories have been requested to earmark land at appropriate places for the development of such sites, provide basic infrastructure around them and facilitate/execute the lease of such land to the private sector through a transparent process. The Ministry of Tourism also provides Central Financial Assistance for the development of infrastructure under the scheme of product/Infrastructure Development for Destinations and Circuits and proposals for Camp Sites can be submitted to Ministry of tourism under this scheme.

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†Original notice of the question was received in Hindi